

Listed below are specifics and timetables for the July - December SALEM .30 Tear Tape Program (re: FSC-71-A, 4/3/97) to be utilized in C-Gas outlets. As clarification, once this program is implemented in the retail account, no additional discounting on tear tape SALEM product should occur. You can apply a 30¢ discount to non-tear tape styles based on business needs, i.e., Slim Lt 100, etc.

**Promotion Details:** SALEM .30 pack tear tape product to be available for order on FF 85, Lt 85, FF 100 & Lt 100 styles in equal quantities of each style.

**Display Size:** 40

**Display Information:** A four-carton display is available for this program. It is important that all discounted product be displayed on this unit or another display platform you have available in retail outlets. Due to the SALEM graphics and discount amount on the riser card, your first priority should be to utilize the display which is listed below.

**Display Item #:** 530123- SALEM 40 Pack Display/Shipper (1/SKU)  
If using this display, retailers should be advised that display should be maintained for July through December promotions. ROU to coordinate shipment of displays (1/retailer) by "DSD", delivered by Retail Rep or shipped by direct account directly to retailer. Displays are not allocated. (Same display to be used in third quarter SALEM DPC program.)

**VAP Payment:** Display Packing and Shipping - (Place cartons in display and ship to retail)  
#14 ~~75~~ per 12M case equivalent.  
Product Shipping Only - No Payment  
Payment should be made by the ROU via TPS

**Drive Periods:** Drive Period 707 - July/August  
Drive Period 709 - September/October  
Drive Period 711 - November/December

DTS	Drive Period	Dates Drive Period Covers	Promotion #	ROU Completes/ DA Spreadsheet	Winston-Salem Loads Allocation by DA	Product Available In Public Warehouse	First Order Date	First Ship Date	Final Ship Date
7/1	707	July/August	701147	5/15	5/23	6/13	6/9	6/16	8/29
9/1	709	September/October	701497	7/11	7/24	8/15	8/11	8/18	10/31
11/1	711	November/December	701498	9/15	*	*	*	*	*

**IMPORTANT:** Product should be pre-booked at retail. ROU to coordinate w/Account Mgrs. or Reps for direct account ordering. When ordering from Customer Services, must order by Promotion # and specific drive period as listed above. Product to be shipped in white cartons. The remaining dates for Drive Period #711 (November/December) will be communicated under separate cover.

**Special Pmt Code:** SAL Snipe .30 C/G  
(Poquets/Laptops) Dates: 6/30/97-1/2/98

Rate: .30

Use this specific code for payment to retailers for this promotion. Field sales personnel issuing payment must verify receipt of product via invoice prior to payment.

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Special Display Pmt: Sal Snipe Display  
(Poquets/Laptops) Dates: 6/30/97-1/2/98

Rate: \$10 Per Month

- Payment should be utilized to establish/maintain on-going display presence for SALEM for the balance of 1997.

Product UPC Codes: Style  
FF 85  
Lt 85  
FF 100  
Lt 100

**Promotional  
Pack**

0 12300 12039  
0 12300 12439  
0 12300 12239  
0 12300 12539

**Case**

24194  
24196  
24195  
24197

**Promotional  
Carton  
TBD**

51845 5841